

limeade®



Beyond the mascot:  
How to make well-being your  
school's loudest rallying cry

limeade®



**WELLNESS**  
MONTANA UNIVERSITY SYSTEM

14 sites across Montana  
Large, small & remote campuses  
17,000 benefit-eligible employees  
Self-funded health plan









# Discover Your Own Path to Wellness.



Level 1  
**Scout**

Fitbit™ Health Tracker  
**406 pts**



Level 2  
**Explorer**

\$250/\$500\* Tax Advantaged  
Incentive Account Contribution  
**1000 pts**



Level 3  
**Trailblazer**

\$150 Amazon Gift Card  
**1500 pts**



Level 4  
**Expedition Leader**

Expedition Leader Hoodie, Plaque +  
Raffle Entry for \$500 REI Gift Card  
**2500 pts**



# Key success factors

- | Focus on personal accountability
- | Campus-to-campus challenges
- | Authentic Montana culture
- | Empowering word of mouth
- | Activating wellness champions



THE WHOLE U

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UNIVERSITY *of* WASHINGTON





- | Multi-campus university
- | 16 colleges & schools
- | Highly regarded medical school
- | Health insurance provided by the state





HOME

BE HEALTHY ▾

MOVE MORE ▾

STRESS LESS ▾

QUIT TOBACCO ▾

HEALTH ED ▾

UW MEDICINE ▾

WELLNESS SAVINGS ▾

# UWellness

*Balancing the emotional, intellectual, occupational,  
social, and physical components of health*

## UPCOMING EVENTS:

### MammoVan - Mobile Mammography Unit

May 5, 2015

8:30 a.m. - 3:30 p.m.

Southwest corner of UW Tower at 12th Avenue NE and NE 43rd Street

[Schedule an appointment](#)

### Diabetes Screening Events

June 9, 2015 at Harborview Research & Training Building

June 24, 2015 at Seattle, UW Tower

[Schedule an appointment](#)

## HEALTHY THINGS TO DO:

- Join the new [SmartHealth](#) wellness program



# The Whole U pillars



Being  
active

Eating  
well

Staying  
healthy

Engaging  
interests

Volunteerism

Life events  
& changes

# THE WHOLE U TIMELINE

2014





# Key success factors

- | Program comes from within
- | Breaking down internal barriers
- | Engaging campus partners
- | Support from UW president & other leaders

# Panel Discussion

## **Kimberly Mishra**

executive director of marketing,  
communications & engagement

**Mary Lachenbruch**,  
associate director of benefits

**Henry Albrecht**  
CEO (moderator)



UNIVERSITY *of*  
WASHINGTON



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